Synopsis of Thesis entitled

"A STUDY OF CONSUMER SATISFACTION AND BUYING BEHAVIOUR TOWARDS SUPERMARKET: WITH SPECIAL REFERNCE TO NANDED DISTRICT"

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Abstract

Retail means selling goods to the general public for consumption purpose does not for the resale purpose. Different departmental stores, Supermarket, stalls and online sellers are the parts of retail market. When wide variety of goods and services are offered by a company or a business specifically groceries, food products, goods designed to fulfil the needs of household requirement on self-service basis are referred to as a supermarket. The research study tries to focus on consumer behaviour, their satisfaction, consumer preferences in buying from supermarkets, Specifically in Nanded district. This research study also tries to identify and relate factors affecting consumer behaviour in buying in supermarkets, so as to study future prospectus of trend in behaviour of consumer and so different variable can be studied which are affecting from internal, external, social and demographic point of view. The study also tries to analyse customer Psychology in consumer purchase choice and goals. Primary data can be collected through questionnaire with the respondents finding of research study come to analyse dependent and independent variable and their effect on consumer buying behaviour. Indian organized retailing industry is transforming rapidly today. Supermarkets gives emphasis on specific products criteria. The research study focuses on whether consumers satisfied through the services provided by the supermarket by conducting interviews and through questionnaire method and Non probability convenience sampling method is preferred to collect the data.

The research Framework is based on the literature review. There are various factors which are considered they are the demographic location, quality of product, mode of payment, social and psychological and economical factor affecting consumer choice and preferences, facilities provided to the customer, marketing strategies adopted by the supermarket and personal service is not that much important. Supermarkets offer low price, minimizing their financing cost. Some people criticize Supermarket as the profit-oriented units, jobs stealers, disliking for self-checking.

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Introduction

In India major component of retailing business are supermarkets. Retailing business undergoes rapid transition today. It has become specialized and standardized. Supermarket has its origin in Latin America it has grown latter in East and South East Asia and Central Europe. Retailing industries are the largest in India considering contribution to the employment and its contribution to the Gross Domestic Product. Considering GDP contribution of the Indian retail sector which is near about 10 to 11%. And it is also significant for employment contribution in retail sector.

Retail Industries comprises of Hypermarkets, supermarkets, departmental stores etc. Various Supermarket, departmental stores Dmart are established in India. India is the fifth largest hub in retail Industries. Having growing potential, because of growing demand of population, growing income structure and urbanization. Supermarkets are the intermediaries between the manufacturer and consumer. Variation in products, e-payment system, chain system in supermarkets, neat display of product, low profit margin are the various features of Supermarket. They are offering their customers groceries, daily products on self-service basis they are smaller specifically when compared with the hypermarkets in size.

Consumer satisfaction plays an important role in buying process. It is ultimately the consumer who decides the success of a product in the market. It is therefore necessary to focus upon the customer choice and their expectations, preferences, their views and supermarkets should adopt to their practices accordingly.

Selling goods to the consumer for use is the main purpose of establishing supermarkets fulfilling their needs. Supermarkets buy from manufacturer in bulk quantity. Retailing is the last stage in distribution process. Supermarkets are based on service quality approach, so we can say today's market is buyer oriented and consumer driven that is why consumer is the king of market. So, supermarkets are designing

their marketing mix accordingly and performing their marketing functions like advertising, packaging, promotion to build loyalty among the customers. In order to make supermarkets continuously Prosper we should give due attention to the satisfaction level of the customers. Therefore, the study has become most important in the scenario of privatisation and liberal movement of the government. The research work aim to study strategies of supermarkets, considering various factors affecting the satisfaction level of the customer in product buying process. The study further tries to understand the factors which are affecting on the buying behaviour of the customer and their inter relationship, customers expectation, services provided to them in terms of performance expectation, Price value, social impact, psychological factors can be studied and considered as variables in determining the consumer satisfaction level. Preferences of the customers are also based on purchase convenience, their experience to colour, shape, Designs, smell touch communication style and the sale services etc.

Important operational strategy which can be adopted by the Retail Industry, is to serve consumer better than competitors. Not just meeting their needs because if consumers are satisfied after purchase, their retention cost is less when we compared it to the cost to attract new customers to the product.

Review of literature

Researcher extensively worked upon this topic of consumer behavior in terms of buying during past as well as it has a prospective future importance. Because all of the activities involved in the business revolves around customers, their preferences, perception and choices, needs expectation. The study will help to identify factors influencing consumer buying action and help business organization to develop strategies accordingly.

Akshay Diwate, Dr. Binod Sinha, Dr. Vimal Bhatt (12, December 2020) In their research paper entitled "Study on impulsive buying behavior among customers in supermarket in Pune city" highlighted on analysis of buying behaviour considering age, gender occupation, income, on individuals who shop in supermarkets located in Pune city and also study focus on interrelationship between these variables. Collection of data is through survey and well-structured questionnaire. They have concluded that age, gender, occupation, have impact which is significant impact and monthly income has non-significant impact on buying impulse actions. Limitation of study is that it is

limited to the people living in that demographic area only and sample collection is through non probability sampling method and so results can be not generalized. Physical interaction with the customer is ignored.

Selvarani S. (April,2021) In the project report Entitled "A study on consumer preferences towards supermarket in Chennai" analysed the satisfaction level of customer on age of respondents, their gender, occupation, price of product, product categories in supermarket and satisfaction with variety of products. In this finding satisfaction level estimated at 72.6%. The researcher in this project considered travelling time to the supermarket, experiences of shopping of respondents. This study is conducted on supermarket located in Chennai. Findings are majority of respondents are from the age group of 16 to 25 years. And identified female played an important role in shopping from supermarkets. Some of the respondents were suggested to decrease some of the product prices. Billing facilities should be improved in order to become faster; customer services can also be improved.

Mr. Siddharthan K.M., Mr.Krishna Prasad P. (2016) In their research paper entitled "Study on customer preferences and satisfaction towards supermarket with reference toward Palakkad city" Coimbatore The information collected from the customers of supermarket in Palakkad district. It is found that majority of the respondents were male and belongs to Specified income groups, age group between 21 to 40 years, education is also considered as a factor. So, they have concluded that most of the respondents were facing problems and they want new products. Therefore, the management should give due consideration to it. Supermarket requires wide publicity, special offers should be provided to the customers, new techniques should be adopted in order to increase the sale in supermarket.

S. Sellappa, R Maala, (2018) The research paper entitled "Study on consumer buyer behaviour in supermarket in Tamil Nadu" in this research paper study conducted on 120 respondents from supermarket in Tamil Nadu. Purpose of buying from supermarket considered as a factor affecting satisfaction level of customers, frequency of purchase, Then relationship between the nature of family and the frequency of purchase is also determined. So the supermarket in Tirunelveli should focus on customer retention programme, reward points should be given to the customers, the supermarket can also establish customer club in order to retain the customer for longer tenure, free home delivery services could also be provided to them

because customer demands are changing so supermarkets should also restructure their strategies accordingly.

Dr. Rabiyathul Basariya, S. And Rahim Jafar Mohammad (January 2019) In their research paper entitled impacting customer satisfaction in supermarket analysed five factors that have effect on customer satisfaction in Nilgiris supermarket located in Bangalore city. Limitation of the study is that it is limited to the demographic area of Pondicherry only. The factor identified were the shopping convenience, brand variety, store environment, customer services, product category price and offers are the independent variables which have impact on the dependent variable customer satisfaction.

Abhinaya S., Varshita V Harris J.S. Koshik S. Charumitha P., Satish I.G. (February 2023) in their research paper entitled "A study on customer satisfaction toward more supermarkets in Chennai City" They have addressed key factors which are affecting customer satisfaction as atmosphere of supermarket, staff friendliness, special food offerings, food variety, product variety, price checkouts procedure. Accessibility through convenience sampling sample of 100 respondents collected. The study recommended that the supermarket should focus on advertisement. Management should appoint skilled staff, salespersons should be trained, billing procedures should also be improved, Product choice, window display, service facility will attract customers more and customers are satisfied with the performance of supermarkets.

In the handbook of Consumer Psychology edited by CURTIS P. HAUGTVEDT, PAUL MHERR, FRANK R KARDES In their book they have highlighted on the neuro economics chapter that focus on analysing the pattern of brain activity while purchasing a particular product. Research is also focused on differences in judgment and decision making process in buying. Pattern of activities of brains are sensitive to the respondents. In reality culturally influenced expectation affect the consumer choice, previous knowledge affects the sensory information people receive from stimulus. It also focuses on how product perceived, people's judgments, decisions which are based on subset of knowledge they apply. It is also one of the statements given in the second chapter of this book that the stages involved in the information processing are attention, encoding, comprehension inferences and response processes.

Matin Khan In his book entitled "Consumer behaviour and advertising management" analysed the consumer purchase process problem recognition information search evaluation selection and store choice and post purchase behaviour which are forming the various parts in the process of buying. Post purchase behaviour can be further divided into maintenance and repair usage cost and feedback can be given to the stores to improve the product because effort of every business is to satisfy the customer those who are dissatisfied may not be brand loyal. The loyalty increases if the performance exceeds the expectancy level and committed customers can also promote the product.

Bikramjit Rishi (1 October 2012) In his research paper entitled "The Determinants of the Supermarket Shopping behaviour in an emerging Market" interpreted about physical temporal and social factor and its effect on number of trips to the supermarket and The money spent there on temporal factors are the location, the parking space, the open space in the supermarket. Shopping trends are changing at a fast pace today so setting standard comparison will be highlighted in research work gap between the customer expectation and offering of the supermarkets, can be focused by the supermarket managers with this study.

MS Jill Lobo (November 2020) In his research paper entitled "A study on the influence of supermarket shelf position on consumer purchase decision in Mumbai city and suburbs" Through this study retailers will come to know about the product shelf position, placing it at the correct place. Whereas customers should be provided with better shopping ambience, convenience should be provided to them in shopping. The study conducted in the demographic area of Mumbai city supermarkets and give real time behaviour impulse of customers toward product. 100 respondents were taken as a sample for the data collection. New introduced product could be placed at the prominent shelf position to gain the attraction of the customers. It should be rotational in nature the self-position should be rotational in nature because all the brands noticed by the customer. Because of it study reveals that the customers are influenced by the position of shelf in the supermarket the study encourages more research on the self-position activities in the supermarket.

Statement of Problems

Present research study tries to understand how consumer intend to buy a product, there behaviour, preferences which is dependent on several factor like a gender, purchasing power, advertisement impact, window display, or Window dressing, service provided to the customers. Buying behaviour is also influenced by some of the social economical and psychological factor. These are the variables affecting on the consumer buying behaviour, their satisfaction. It is also necessary when they purchase a particular product. To understand the variables and their relationship, conducting research among respondents from Supermarket which are located specifically in Nanded District. A standard form of questionnaire and personal interview methods will help to collect the sample data, which can be collected through non probability convenience sampling method or quota sampling method, wherever think fit as per the requirement of the research study. Various dependent and independent variable like the age of the respondent, their income criteria, gender, profession, price of the product etc. are considered to be for determining the consumer's impulse buying action.

Objective of the Study

1. To study the various dependent and independent variable affecting the consumer's stimulating behaviour in buying a particular product.
2. To determine the relationship between those dependent and independent factors and consumers impulse buying action.
3. To study the satisfaction level of the customer after purchase in supermarket specifically, the service quality provided by the supermarket.
4. To determining those points on which the supermarket can put on their efforts, to increase their sales and retain the loyal customer for a longer tenure.

Importance of Study

The research study will help to identify important aspect with regard to the managerial decision making, to help improve customer satisfaction level so that customer retention for a longer period could be achieved and customer loyalty can be increased.

The research study also focuses on important factors having greater influence on, buying behaviour of the customers, so that companies can focus their marketing effort considering these factors in mind.

The research study also helps to analyse the overall consumer behaviour process and its theoretical background, determining the change in the consumer buying process over years. Important operational strategies which can be adopted by the Retail Industry so as to serve consumer better than the competitors and not just meeting their needs. Because if the consumers are satisfied after purchase, their retention cost is less than compared to the cost to attract new customers to our product.

Significance of Study

Supermarket research helps to develop strategies. Identify consumer choices and preferences so that we can come to know about the competitive atmosphere existing in the same line of business. Supermarket research further help to reduce the losses in terms of energy money and effort made in the business. Customer satisfaction is important to be studied because it can contribute major share in overall sales of supermarket. Supermarket offer garment, toiletries, consumer durables, food products still India remain behind in the retail business when compared with other countries. Retail sector nearly contribute 10 to 11% in the GDP. supermarkets are large sized retail counters which impacts pharma industries, food business, retail industries, processed food products etc. It was identified in the study that supermarket share from rich to poor countries range from nearly 90% to 1% when the study conducted on 42 different countries supermarkets. Which shows its development level in developed country and underdeveloped countries. Supermarkets at the grocery stores established on large scale basis offering different variety of products and large supermarket when it is integrated with departmental store is called hypermarket. So, the significance of study of consumer behavior towards the supermarket becomes so essential from different points of view.

Scope of the Study

To the Retail industries

The research in the consumer behavior towards supermarket helps in various ways because the research will be valuable to the organized and unorganized retail industries. Because they got to know about the need of their customers. The market

will come to know the strengths, weaknesses opportunities and threats of business coming across the retail industries, as a supermarket can impact on their business activities to the greater extent.

To the Government

Government can take necessary steps and actions to make development in the retail industries, so research on supermarket will help them to design promotional policies and programs for the development of areas in which supermarkets are yet to be established.

To the Customers

The customer will be benefited just because they will come to know about the viewpoints of other customers, how they can best perceive product of their requirement because under this study the suggestions will be given to enhance the services offered to the customer by the supermarket, which will help them to avoid a lot of confusion regarding the product varieties and offerings and customers preference will be given due importance in overall activities of supermarkets.

Hypothesis

In order to meet objectives formulated hypothesis which shall be tested is divided into two part that is the central hypothesis and sub hypothesis

Central hypothesis

HoNull hypothesis: - Buying behaviour of consumer does not affected by personal demographic social and psychological technological factors

H1 alternative hypothesis: - Buying behaviour of customer is affected by personal, demographic, social, psychological and Technology factors.

Sub hypothesis: -

1. Ho Null Hypothesis: Store Ambience, store facilities, shopping convenience, shelf position of product have no significant impact on consumer Purchase Decision in supermarket.

H1 Alternative hypothesis: - Store Ambience, store facilities, shopping convenience, shelf position of product affect significantly on consumer Purchase Decision in supermarket.

2. H0 Null hypothesis: -Advertisement, promotional policy have no impact on consumer purchase behaviour in supermarket.

H1 Alternative hypothesis: Advertisement, Promotional policy have a significant impact on consumer purchase behaviour.

3. H0 Null hypothesis: -Income of consumers have no relation to amount spent on purchases by consumer in supermarket.

H1 Alternative hypothesis:-There is a positive correlation between income of consumer to amount spent by them on purchases in supermarket.

4 H0 Null hypothesis:-Age group of consumers have no relation to their visit in supermarket.

H1 Alternative hypothesis:-Age group of consumers and their visit to supermarket have a significant association.

Research Methodology

This study will be carried by using both the qualitative and quantitative approaches of research. The research study is confined to Nanded district only as per the piolet survey total 27 supermarkets are in operation in Nanded district and for this research study Researcher considering all the 27 supermarket by considering 20 sample customer respondent from each and Researcher will go for primary as well as secondary data collection tools.

The study used both primary and secondary sources for collecting required information pertaining to research problem. Primary data are obtained personally from the Costumer of the selected supermarket through structured questionnaire. The secondary data will be collected from the various publications, Related books, Research Journals, Magazines, Newspapers, Websites and unpublished works etc.

Research Area:

The supermarkets are spreading nowadays in entire country and it is very large to carry out for the study and the aim of the study is to find out the impact of the supermarket on customer buying behaviour and their satisfaction so researcher has been chosen to select Nanded District. A sample of 540 customer of supermarket as 20 each from every supermarket from 27 supermarket running in the Nanded district will obtain. The selection of sample will through convenience sampling technique. 540 respondents from Nanded district will be contacted personally with structured questionnaire for the research purpose.

Sample size

Collecting the sample of 20 respondents from each supermarket and collecting the data from them by giving self-administered questionnaire which is given to the respondents then will perform the reliability test of the primary data so collected. In order to study the consumer satisfaction in relation to the quality, price, services by the supermarket the method used is convenience sampling method for which 20 respondents who make purchases from each supermarket on regular basis which has been taken as a sample size from the all supermarket located in Nanded district.

Statistical tools and techniques

After completion of the entire survey the data will be analysed using statistical and non-statistical parametric tools in order to generate it ANOVA can be used to differentiate critically factors affecting on the buying behaviour of consumers in the supermarket. Researcher will try to access the impact of variables by Likert's 5 points scale to see the impact of consumer behaviour of various factors. Mathematical tools like mean, median, mode, averages and correlation and regression can also be utilized as a statistic tool as per the requirement of the study.

Chapter scheme

Chapter 1 : Introduction

Chapter 2 : Research Methodology

Chapter 3 : Review of literature

Chapter 4 : Consumer buying behaviour an overview

Chapter 5 : Data Analysis and Interpretation

Chapter 6 : Findings, Conclusions and Suggestions.

Expected Inferences of Research Study

- With the help of research study on satisfaction level of consumer and buying behavior towards supermarket, which is associated with Nanded district specifically we can to know about the various factors affecting on the satisfaction level of consumer, consumer and their buying behavior towards the supermarket.
- Variations in the impact of various factors may vary region wise which can be studied. We can establish a relationship among these factors.
- It is expected that some of the factors like personal factors including their age group, economic factors like including the income of consumers, customer loyalty, which have a significant impact on the purchase behavior of consumer and some of the factors like demographic, social, psychological factors including the location of supermarket, the gender of the consumer 's income structure, retention policy of the supermarket, shopping convenience and store ambience have a great impact on the loyalty of the customers and their satisfaction after purchase. Loyal customers can be retained for a longer period of time with the supermarket.
- It is expected that there could be positive coordination between the income of the consumer and the amount spent by them on shopping in the supermarket.
- Advertisement, promotional policy can have a significant impact in impulse buying behavior of the customers in supermarket.
- It is expected that brand image can also having greater impact on the consumer choice.

- Through regression and correlation, we can determine the relationship between the independent and dependent variable affecting the satisfaction level of the consumers. For further analysis purpose charts, diagrams, histograms, pie chart and the measures of central tendency that is Mean, median and mode are preferred in conducting the study.
- We can measure the satisfaction level with the criteria which is expected to be at moderate level.
- Location of the supermarket, personal services provided to the customers are significant from customer satisfaction level point of view.
- We can divide the respondents in different categories and will try to differentiate the level of customer satisfaction among them.
- We can conclude that most of the respondents are highly satisfied with the product quality and prices of the product, which are offered in the supermarket for customers.

Limitation of the Study

The research study is confined to specifically Nanded district, therefore regional disparity in the overall development of the area may cause variation in the result so determined from the research work.

Only specific factors which are affecting on the consumer satisfaction level are considered for the research work and it does not cover all the factors which are affecting like gender of the consumer, educational qualification, their income structure and so on, these factors are ignored.

The sample size tried to cover the respondents from all the taluka places, in which the supermarket is located, but in respective district it may exclude the areas where retail stores are in existence but no supermarket is there.

So, the findings of this study cannot be generalized up to the greater extent in studying the consumer behaviour and satisfaction level. Therefore, it does not cover the entire perspective and the scope of this study is limited to the geographical area from which the sample is collected.

The mathematical accuracy of the result or the imperfections in the data can create limitation in applicability of the results so derived.

The findings are based on the respondents response may affected by uncontrollable factors. So, differences may be there in the response and sometimes the respondents do not give the proper response.

Secondary data which may have its own drawbacks like the author's own view regarding a particular concept, unreliable information existing on the web resources etc. May create difficulties in deriving accurate conclusions.

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